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SEXUAL  
EXPLOITATION

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February 18, 2021

Brandon Wade  
CEO and Founder  
SeekingArrangement  
3250 Pepper Lane,  
Las Vegas, NV 89120

### **Re: SeekingArrangement named on the 2021 Dirty Dozen List**

Dear Mr. Wade,

We are writing to inform you that the National Center on Sexual Exploitation is placing Seeking Arrangement on the 2021 Dirty Dozen List—a campaign that names 12 mainstream contributors to sexual exploitation and abuse.

We believe SeekingArrangement facilitates prostitution, sexual abuse, and exploitation with its thinly veiled pseudo-dating platform. Further, SeekingArrangement's business model of facilitating "sugar dating" is built on exploiting socioeconomically vulnerable populations.

In April 2020, it was [reported](#)<sup>i</sup> that "World-wide [SeekingArrangement] has seen a member increase of 74% compared to this same time last year. In Massachusetts that number is even higher at 86%." This increase has a telling concurrent correlation with [6 million](#)<sup>ii</sup> Americans (over [181,000](#) in Massachusetts) filing for unemployment claims around the same time. SeekingArrangement promotes itself to those who are vulnerable in this way, notably those who are also increasingly pressured by economic context to accept sexual contact in the so-called "sugar dating" relationship so that they can pay rent or buy groceries to live.

Further, SeekingArrangement targets college students who are struggling with student debt through advertisements and free premium accounts, in order to provide sexual gratification to more socioeconomically advantaged men. One young woman who uses sugar dating to pay for college, commented on the overwhelming student debt facing her and her peers: she [stated](#), "Maybe if the

American college system wasn't as corrupt, then there would be a lot less people doing it, and I wouldn't have come across it.”

We request that you shut down SeekingArrangement and cease to exploit others.

Respectfully,



Patrick Trueman, Esq.  
President & CEO



Dawn Hawkins  
Senior Vice President & Executive Director

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<sup>i</sup> Morrison, Heather, “Coronavirus: ‘Sugar daddy’ dating in Massachusetts is up 86% during COVID-19 pandemic compared to last year,” *MassLive* (April 3, 2020): <https://www.masslive.com/coronavirus/2020/04/coronavirus-sugar-daddy-dating-in-massachusetts-is-up-86-during-covid-19-pandemic-compared-to-last-year.html>

<sup>ii</sup> Kinney, Jim, “Coronavirus unemployment means recession likely, depression possible,” *Masslive* (April 2, 2020)